



SAN PEDRO PROPERTY OWNERS ALLIANCE MARKETING & BUSINESS DEVELOPMENT COMMITTEE MEETING

10:00 AM Open Session

Meeting Minutes

Tuesday, November 19, 2013

Meeting Location: MCS – Harbor Business Source Center
455 W. 6th Street
San Pedro, CA 90731

1. CALL TO ORDER – Camilla Townsend, Co-Chair **10:04 AM**
Jayme Wilson, Co-Chair

2. Committee Members –

√ Sandy Bradley, San Pedro Chamber of Commerce
Eric Eisenberg, Renaissance Group *
Jacob Eisenberg, Renaissance Group
Valerie Goodman, SPPOA
√ Warren Gunter, Property Owner
√ Alan Johnson, Jerico Development *
√ Liz Schindler Johnson, Grand Vision Foundation
√ Stephen Robbins, SPPOA *
Andrew Silber, The Whale & Ale
√ Camilla Townsend, POLA High School *
Morris Warschaw, Property Owner *
√ Jayme Wilson, Spirit Cruises *

* voting member

3. APPROVAL OF MINUTES – October 15, 2013. 10:00 AM Open Session.

Motion by Johnson. Second by Robbins. Approved.

4. PUBLIC COMMENTS –

This opportunity is reserved for any public comments to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on un-agendized subjects. It is the Board's policy regarding that persons in the audience may address this Board in connection with any agenda item during the public comment period.

As provided by the Brown Act, the Board has limited each individual's speaking time to three minutes. Anyone desiring to speak during the public comment period must complete a speaker card and submit it to the Chair prior to the start of the meeting.

Michael Gatanz shared that People's Yoga is hosting a New Year's Eve Party on Tuesday, December 31st starting at 8:00pm.

Alan Johnson shared that the second Ports O'Call Redevelopment Meeting will be on November 19th at 5:30pm at the Warner Grand Theatre.

5. OLD BUSINESS

5.1 Real Estate opportunities in the BID

Robbins will provide a detailed draft for the trolley tour at the next marketing committee meeting. Robbins spoke with CBRE broker Mike Harry; the tour is delayed until building renovations are done at the 222 W. 6th Street office building.

David Mathewson and Gary Larson will make a presentation regarding real estate opportunities at the next board meeting.

5.2 Update on projection equipment for the Warner Grand Theatre – Jacob Eisenberg
Update tabled.

6. NEW BUSINESS

ACTION ITEMS

None

NON-ACTION ITEMS

None

7. UPDATES

7.1 Dia de Los Muertos

PBID worked with a new producer, Duval Productions. Estimated attendance throughout the evening was around 6,000. No safety incidences were reported. Staff will be holding a wrap up meeting with Duval Productions next week.

7.2 Holiday Campaign

PBID sent out a request for merchants with gift cards to participate in a holiday coupon program. Responses were minimal. Ads included the regular participants and highlighted those who offer gift cards.

7.3 South Bay Monthly Mailer

Both mailers have not been consistently delivered to downtown San Pedro businesses and residences. Advertising with these companies will cease until proof of delivery is shown.

7.4 ACE and First Thursday

Goodman has met with a newly created First Thursday Committee. Items discussed were the Artwalk map and information gathering.

More information will be provided about ACE's 2014 plan at the next meeting.

7.5 The Nutcracker

The Nutcracker performances begin on Saturday, December 14. Goodman has been working with Cindy Bradley on advertising.

7.6 Holiday Window and trolley decorating

PBID is offering to pay for half of the cost to decorate District business windows, up to \$100. This offer is for the first 36 businesses only. Trolley decorating will begin on Monday November 25, in time for the San Pedro Holiday Parade.

7.7 December First Thursday & Tree Lighting

Council District 15 is hosting a Christmas Tree Lighting Ceremony & Time Capsule opening during December's First Thursday Artwalk from 3pm – 6pm. PBID will be there to assist them with serving refreshments.

8. Additional Comments

There was a discussion on creating PBID security signs that could be posted throughout the District. Item will be discussed at the next meeting.

Trolley year-end passenger counts to be provided at the next meeting.

9. NEXT REGULAR MEETING – December 17, 2013

10. ADJOURNMENT

The meeting was adjourned at 10:53 AM.